



**Horizon Europe**

**Project: 101079789**

**D9.1 – Communication & Dissemination Plan**  
**WP 9 – Project management, dissemination & communication**

<b>WP Leader:</b>	MU
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<b>Nature:</b>	DEC
<b>Dissemination level:</b>	Public



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## Introduction

This deliverable describes the **EIRENE PPP Communication and Dissemination Plan (CDP)**, and the path toward developing the EIRENE RI communication and dissemination strategy and plan. Communication and dissemination activities will target internal and external stakeholders. They will aim to increase the visibility of the project and the EIRENE RI, thereby increasing the demand for its services. Dissemination will spread knowledge about project results and outcomes. Communication will take place physically and online. This document relies heavily on the Communication Toolkit for European Research Infrastructures<sup>1</sup> and the RI-VIS D4.2 – Communication Strategy deliverable<sup>2</sup>. Both documents specifically deal with the unique requirements of research infrastructures.

Since this is the first version of the CDP and was developed in the third month of the project, it is brief, providing general information. As the project progresses, the CDP will be significantly enhanced to provide a robust set of guidelines, key performance indicators, and a roadmap for the dissemination and communication of the project via the development of the EIRENE RI communication strategy.

As EIRENE RI is developing, communicating with the National Nodes and within the National Nodes in the next few years, to support their development will be crucial for ensuring the

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<sup>1</sup> <https://www.eric-forum.eu/2020/03/30/communication-toolkit-for-european-research-infrastructures-is-now-online/>

<sup>2</sup> RI-VIS D4.2 – Communication Strategy deliverable

sustainability of the RI. While communication channels such as the website and social media (especially LinkedIn and Twitter) will be utilized, the main communication channel will be through meetings (face-to-face or online). This decision is based on the RI-VIS communication survey which found “that the types of communication rated as the most important by international research infrastructure managers are face-to-face interactions closely followed by email correspondence. All research infrastructures that responded to the survey have a website and most also use social media channels, with Twitter being the most popular.”

## Key Messages

**Key communication messages will convey that EIRENE RI:**

- **Provides outstanding services that facilitate the generation of excellent science.**
- **Offers open access to regional capacities**, cutting-edge specialized instrumentation, top research support expertise, innovation, and global capacity-building.
- **Is building a community** of researchers, RI operators, and users who work together to develop new services and provide professional training for users and staff.
- **Is socially responsible**; we support the implementation of global treaties protecting the environment and human health and translate research results into policy and applications.

## Style Guide

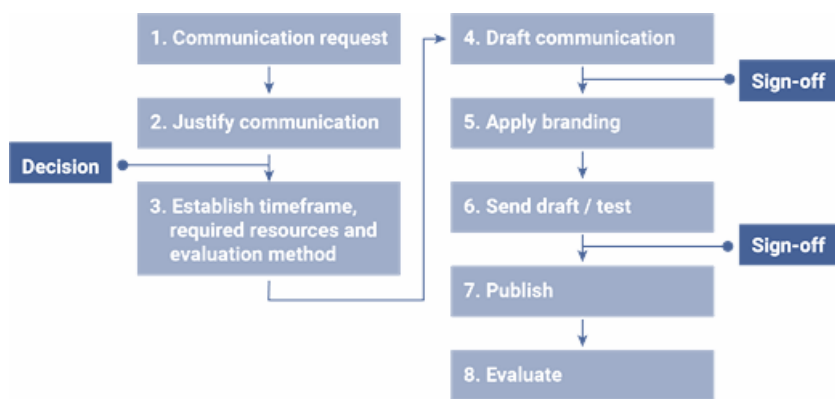
To build the corporate identity, a style guide will be developed. The detailed guide will include, among others, design guidelines (e.g., fonts, colors) and templates.

## Responsibility & resources

Once the communication strategy and CDP are developed, it will need to be determined who will implement them. The PPP budget will cover these activities during the duration of the project. Later, depending on the need, other resources will be used. Since EIRENE is distributed across many national hubs and nodes, some communication and dissemination will be done directly at the national and local levels. This will take advantage of the existing resources and extensive know-how already available.

Possibly, a communication workflow (figure 1) will be utilized for managing key communication activities

Figure 1: workflow for managing key communication activities\*



\*RI-VIS D4.2- Communication strategy

## Internal & External Communication

The CDP will target both internal and external stakeholders. Communication with internal stakeholders will be conducted mainly through the SharePoint site (see below). It will be used to communicate project progress and facilitate communication among project participants, ensuring that project objectives (e.g., deliverables, milestones, tasks) are completed on time. It will also inform project participants on other activities such as training, conferences, calls, etc. Communication with external stakeholders is described below.

### Communication targeting external audiences will aim to:

- **Increase the visibility** of EIRENE RI partners, the exposome research field, and complementary research infrastructures and highlight the importance of the EIRENE RI
- **Draw the attention** of relevant scientific and user communities, national governments, regional authorities, and other public and private funding sources to the need for and ultimate benefits of EIRENE RI research
- **Enhance the reputation and visibility** of EIRENE RI and its partners at the local to international levels
- **Exploit the results and outcomes of the research**
- **Generate demand** for EIRENE services.

Communication will be incorporated into all project activities, continuously communicating with target audiences and establishing and maintaining solid relationships with key stakeholders. We carefully identified the target audience and appropriate dissemination channels to communicate effectively with the various target groups. The plan was developed based on the needs of the target groups. Key target groups and communication channels are listed below. These groups will be further defined throughout the project.

Table 1 Target groups and communication channels

<b>Target groups</b>	<b>Communication channels</b>
<ul style="list-style-type: none"> <li>▪ General public</li> <li>▪ Scientific community</li> <li>▪ Research infrastructure users</li> <li>▪ Stakeholders (e.g., EU, national governments)</li> <li>▪ Industry</li> <li>▪ Policymakers</li> <li>▪ Project partners</li> <li>▪ EOSC</li> <li>▪ ESFRI</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Websites</b> - EIRENE RI, USA partner maintains the <a href="http://humanexposomeproject.com">humanexposomeproject.com</a> website (will be used to promote the EIRENE-RI).</li> <li>▪ <b>Social media</b> - Twitter, Facebook, LinkedIn, etc.</li> <li>▪ <b>Intranet</b> – a tool for internal communication and processing the applications,</li> <li>▪ <b>Newsletters</b> – to be distributed via emails to identified target groups, and posted on the website,</li> <li>▪ <b>Events</b> – e.g., specialized fairs, conferences (DIOXIN, SETAC, ISES, ISEE, etc.)</li> <li>▪ <b>Scientific journals</b> – articles</li> <li>▪ <b>Public media</b> – local/national media as a channel to the general public</li> </ul>

Dissemination will target the broad exposome research community and application-oriented stakeholders (industry, policymakers, and international organizations), in particular the national authorities, funding bodies, and the ESFRI community, which will continuously be informed of project outcomes. Stakeholders will be encouraged to participate in defining the EIRENE RI strategy. A communication and dissemination channel matrix follows.

Table 2 Communication and dissemination channel matrix

<b>Dissemination channels</b>	<b>Target group</b>	<b>Feedback/effects expected</b>
Website	All	Increased visibility of RIs
Intranet	Internal	Enhancing internal culture/spreading information
Newsletters	Internal, users, policy, public	Increased visibility of RIs and informed stakeholders
Workshops, training activities	EIRENE RI-members and relevant experts on the themes	Stimulate innovation in exposome tools via open contact with instrument/devices/sensor builders, improved protocols, and exchange of lab experiences
User's workshops	Users, stakeholders	Discuss the needs of users, the scope, performance, capacity and quality of the services, and the processing procedure of TNA or VA applications
Specialized websites	Users, policymakers, media	Attracted users and policymakers, increase of contractual research and applications
Events for public	Students, the public, the media	Increased visibility of RIs, and popularised research topics
Events for professionals	Users, policymakers, media	Attracted users and policymakers, increase of contractual research and applications.

Events for industry	Users, policymakers, media	Interaction with industry, translation of results to innovation
Print media	All	Increased visibility of RIs, popularised research topic;
Public media	All	
Social media	Internal, students, users, public	Attracted students, Increased visibility of RIs, popularised research topic
Scientific papers	Students, users, policymakers	Affecting research community, increased awareness of RIs;
University channels	Internal, students	Increased internal knowledge about the EIRENE RI research and activities.

## Project website (public)

The project website detailed in D9.3 – Webpage (<https://www.eirene-ri.eu/>) provides an important communication channel for the project and its activities. The website is one of the main project communication channels and includes basic information about the project, its activities, and related events and promotes its priorities. EIRENE PPP is the preparatory phase project of EIRENE RI; therefore, the webpage is incorporated within the EIRENE RI website.

## EIRENE RI and PPP visual identity

The logo is simple and clear. The EIRENE PPP logo was slightly modified to represent the project. The current logo was developed during the design phase. During the project, the visual identity will be further developed to ensure that it is clear and consistent. While there is one logo for the EIRENE RI, the national nodes currently use their own logos. Furthermore, there is no consistent naming convention. A similar design and a clear naming convention will help to deliver a clear message to the audience.



## Acknowledgment of EU funding

All project communication and dissemination associated with the EIRENE PPP project will include acknowledgment of EU funding, as described in the Grant Agreement.



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## Intranet

A dedicated (access-restricted) Sharepoint Team site was developed to allow internal communication between Consortium members. The site will insure smooth coordination and communication within the consortium. It provides a platform for sharing information about events, activities, deliverables and milestones, and also provides information about the national hubs (overview, partners, contacts, etc.). Below are screenshots examples of sections of the SharePoint site.

### “HOME”

The screenshot shows the 'HOME' page of the EIRENE PPP SharePoint site. The top navigation bar includes links for EP, EIRENE PPP, HOME, WORK PACKAGES, REPORTING, DOCUMENTS, EVENTS CALENDAR, and NEWS. Below the navigation bar, there are several sections: 'Events Calendar' with upcoming events like 'Grand Opening of the CELSPAC Biobank' and 'EIRENE PPP Kick-Off Meeting'; 'News' with articles about 'RECETOX on LinkedIn' and 'Exposome-NL on LinkedIn'; and a 'Quick links' section with links to 'EIRENE RI', 'France Exposome', 'Exposome-NL', and 'Exposome Austria'.

### “WORK PACKAGES”

#### WP01 - Scientific vision & technical development

##### Objectives

This WP will set out the research and innovation strategy and technical design of the EIRENE RI as a consolidated European research infrastructure enabling the development of advanced technologies and complementary services on the characterization of complex environmental exposures and their impact on the European populations. The main goal is to offer harmonised capacities and unique services to the European researchers, through both trans-national and virtual access, and provide data addressing the current and future needs of public authorities in the fields of public health, risk assessment/management.

##### Tasks

###### T1.1 Scientific vision (INSERM, all partners, M1-18)

The aim of the EIRENE RI construction is to promote European excellence in the Environmental & Health research and support policy-related risk assessment with regard to the chemical exposure component of the human exposome concept. The updated strategic vision and detailed research and innovation agenda of the EIRENE RI will be based on the analysis of current scientific advances and challenges, societal needs, and demands of multiple stakeholders identified in T2.1). It will be developed in close collaboration with relevant on-going European partnerships (PARC) and research networks (EHEN) to reflect the current state of the art, and continuously updated throughout the EIRENE RI project implementation. The research and development agenda will be adapted to emerging challenges and European and national priorities.

The screenshot shows the 'WP01 - Scientific vision & technical development' page. It features a list of documents under the heading 'Deliverables - EIRENE PPP'. The documents are: D1.1 - National Hub Report, D1.2 - EIRENE RI Architecture, and D1.3 - EIRENE RI technical implementation.

### REPORTING:



+ New

Edit in grid view

Share

Export

Automate

Integrate


...

Deliverables - EIRENE PPP ★

Title	WP	Due date	Status	Progress	Responsible Author	Go to document
D9.3 - Webpage	WP09	10/25/2022	Completed	100%	Shachar Dror	<a href="https://bcmun.share...">https://bcmun.share...</a>
D9.1 - Dissemination and Communication Plan	WP09	11/30/2022	In Progress	0%	Shachar Dror	
D9.2 - Data Management Plan	WP09	2/29/2023	Not started	0%		
D9.2 - ELSA guidelines	WP03	8/31/2023	Not started	0%		
D5.1 - Updated Governance and management structure and implementation report	WP05	8/31/2023	Not started	0%		


“NATIONAL HUBS”

Sweden



Overview

National Hubs



Country: Sweden


University: Örebro University

Department: Örebro University

Researcher: Anna Bergman

Email: [Anna.Bergman@oru.se](mailto:Anna.Bergman@oru.se)

National Hubs




Country: Sweden

University: University of Gothenburg

Department: SL

Researcher: Barbara Carey-Kinnvall

Email: [barbara.carey@biochem.gu.se](mailto:barbara.carey@biochem.gu.se)




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University: Karolinska Institutet

Department: Karolinska Institutet

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“DOCUMENTS”

All Documents

+ New

Upload

Edit in grid view

Sync

Export to Excel

	Name	Modified	Audience
	General	September 21	
	Project Documents	October 31	
	Project Management	6 days ago	
	Visual media (logo, photos)	October 31	
	Work Packages	6 days ago	

## Associated tasks in the Grant Agreement

Tasks T9.3 and T9.4 in the Grant Agreement Description of work (see below) generally describe the communication and dissemination activities in the PPP project.

### Description of work

**T9.3 Dissemination and communication (IS Global, all partners, M1-36)** The dissemination & communication plan will be developed addressing both internal communication among the partners and interactions with external stakeholders (as specified above). The dissemination channels will be the RI website (incl. intranet), newsletters, and tools described in chapter 2. The website will present the vision of EIRENE RI, the PPP project, its organisational structure, contact points, activities and events, relevant publications and communications to various target groups including prospective partners and users.

**T9.4 Enhancement and strengthening of the EIRENE Network (MU, all partners, M1-36)** At the beginning of the Preparatory Phase the EIRENE RI consortium consists of 17 National Hubs represented in the PPP project by their National Hub Leaders. However, each NH consists of multiple partners which bring together more than fifty institutions, and both numbers are expected to grow. Within this task, we will maintain the contacts and information flow among all the partners (NH Leaders and members). All the partners will be continuously informed, invited to key events and encouraged to actively participate at the national and European levels, provide their feedback, and communicate with stakeholders (domain-specific experts and working groups, ministries, funding bodies, and users).